

## ORDER



**WKYC**

<b>Orders</b>	<b>Order / Rev:</b>	<b>706625</b>	
	Alt Order #:	06278710	
	Product Desc:	OBAMA FOR AMERICA	
	Estimate:	1536	
	Flight Dates:	09/25/12 - 10/01/12	
	Original Date / Rev:	08/15/12 / 08/15/12	
	Order Type:	Political	
<b>Agency</b>	<b>Name:</b>	<b>Greer Margolis Mitchell/ Pol</b>	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		3050 K St NW	WEEKLY
		Washington, DC 20007	Agency Commission:
			15%
<b>Advertiser</b>	<b>Name:</b>	<b>Obama/D/President</b>	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL-Presidential	Order Separation:
	Priority:	P-5	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	155	\$108,950.00	\$92,607.50
10/01/12	10/07/12	25	\$13,650.00	\$11,602.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	155	\$108,950.00	\$92,607.50	0.00
October 2012	25	\$13,650.00	\$11,602.50	0.00
Total	180	\$122,600.00	\$104,210.00	0.00

#### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer	North America	North America	Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	32%	\$122,600.00
Market	100%	\$383,125.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	21%	\$80,456.25
WJW	30%	\$114,937.50
WOIO	15%	\$57,468.75
WUAB	2%	\$7,662.50

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Flight Dates: 09/25/12 - 10/01/12

Advertiser: Obama/D/President  
Product Desc: OBAMA FOR AMERICA WKYC  
Estimate: 1536

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/25/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF--	:30	4	\$450.00	P-5	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		4	\$450.00		0.00						
E 4	WKYC	09/25/12	09/28/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF--	:30	4	\$100.00	P-5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		4	\$100.00		0.00						
E 5	WKYC	09/25/12	09/28/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF--	:30	4	\$150.00	P-5	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		4	\$150.00		0.00						
E 6	WKYC	09/25/12	09/28/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		4	\$200.00		0.00						
E 7	WKYC	09/25/12	09/28/12	Last Call Last Call w/Carson Daly	CM	135a-205a	- TWTF--	:30	4	\$50.00	P-5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		4	\$50.00		0.00						
E 8	WKYC	09/25/12	09/28/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		4	\$200.00		0.00						
E 9	WKYC	09/25/12	09/28/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF--	:30	6	\$200.00	P-5	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		6	\$200.00		0.00						
E 10	WKYC	09/25/12	09/28/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF--	:30	6	\$300.00	P-5	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		6	\$300.00		0.00						
E 11	WKYC	09/25/12	09/28/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF--	:30	4	\$50.00	P-5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		4	\$50.00		0.00						
E 12	WKYC	09/25/12	09/28/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF--	:30	8	\$50.00	P-5	0.00	NM	8	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		8	\$50.00		0.00						
E 13	WKYC	09/25/12	09/28/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF--	:30	5	\$500.00	P-5	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		5	\$500.00		0.00						
E 14	WKYC	09/25/12	09/28/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF--	:30	6	\$750.00	P-5	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		6	\$750.00		0.00						
E 15	WKYC	09/25/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF--	:30	8	\$400.00	P-5	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		8	\$400.00		0.00						
E 16	WKYC	09/25/12	09/28/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF--	:30	6	\$1,500.00	P-5	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		6	\$1,500.00		0.00						
E 17	WKYC	09/25/12	09/28/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF--	:30	6	\$750.00	P-5	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	-TWTF--		6	\$750.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WKYC	09/25/12	09/28/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF--	:30	6	\$750.00	P-5	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		6				\$750.00		0.00			
E 18	WKYC	09/25/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF--	:30	16	\$400.00	P-5	0.00	NM	16	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		16				\$400.00		0.00			
E 19	WKYC	09/25/12	09/28/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF--	:30	4	\$750.00	P-5	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		4				\$750.00		0.00			
E 20	WKYC	09/25/12	09/28/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF--	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--		8				\$200.00		0.00			
E 21	WKYC	09/25/12	09/29/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTFSS-	:30	7	\$950.00	P-5	0.00	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTFSS-		7				\$950.00		0.00			
E 22	WKYC	09/28/12	09/28/12	Fri Prime C Fri Prime C	CM	10-11p	-----F--	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----F--		1				\$1,500.00		0.00			
E 23	WKYC	09/28/12	09/28/12	Fri Prime B Fri Prime B	CM	9-10p	-----F--	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----F--		1				\$1,500.00		0.00			
E 24	WKYC	10/01/12	10/01/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$5,000.00		0.00			
E 25	WKYC	09/29/12	09/30/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	\$500.00	P-5	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----SS		2				\$500.00		0.00			
E 26	WKYC	09/29/12	09/29/12	It's About You Seg Spon CM It's About You Seg Spon	CM	10:30-11A	-----S-	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1				\$100.00		0.00			
E 27	WKYC	09/29/12	09/29/12	630A-7A Chris Matthews Show	CM	630a-7a	-----S-	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1				\$200.00		0.00			
E 28	WKYC	09/29/12	09/29/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1				\$400.00		0.00			
E 29	WKYC	09/29/12	09/29/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		2				\$350.00		0.00			
E 30	WKYC	09/29/12	09/29/12	Sat Prime A 8-9p (8:00 PM-9:00 PM)	CM	8-9p	-----S-	:30	1	\$900.00	P-5	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1				\$900.00		0.00			
E 31	WKYC	09/29/12	09/29/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		3				\$350.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 59	WKYC	10/01/12	10/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12    10/07/12    M-----    1    \$750.00    0.00															
E 60	WKYC	10/01/12	10/01/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12    10/07/12    M-----    2    \$400.00    0.00															
E 61	WKYC	10/01/12	10/01/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12    10/07/12    M-----    1    \$1,500.00    0.00															
E 62	WKYC	10/01/12	10/01/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12    10/07/12    M-----    1    \$750.00    0.00															
E 63	WKYC	10/01/12	10/01/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	4	\$400.00	P-5	0.00	NM	4	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12    10/07/12    M-----    4    \$400.00    0.00															
E 64	WKYC	10/01/12	10/01/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12    10/07/12    M-----    1    \$750.00    0.00															
E 65	WKYC	10/01/12	10/01/12	M-F 9-10a Today II Today Show II (9:00 AM-10:00 AM)	CM	9a-10a	M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12    10/07/12    M-----    2    \$200.00    0.00															
Totals													180	\$122,600.00	